FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00053195 **Type of Permit:** FILMING **Release Date:** 06/08/2012

Production Company BELIEVE MEDIA INC

Insured Company Name BELIEVE MEDIA INC

Contact Phone No. 1 323-645-1000
Contact Phone No. 2
Fax 323-645-1099
Address 1040 N LAS PALMAS, #10
LOS ANGELES, California 90028

Production Title MCDONALDS

Type of Production Commercial - Standard

Producer John Hardin

Director Chris Applebaum

1st AD Monte Greenlee

Production Manager Jessica Wotherspoon

FilmL.A. Coordinator JDP - Jason Del Paine

Location Manager Rick Schroeder
Primary Phone Mobile - 818-726-5757
Secondary Phone

Location Assistant n/a n/a
Primary Phone Mobile - 000-000-0000
Secondary Phone

Fees

FILMLA FILM APPLICATION FEE	$625.00
LA COUNTY FIRE REVIEW	$282.00

Total Permit Fee $907.00

Number of Locations 1

NOT A PERMIT

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Summary Information — Location

Permit Number F00053195
Production Company BELIEVE MEDIA INC
Insured Company BELIEVE MEDIA INC
Production Title MCDONALDS

Location Manager Rick Schroeder
Primary Phone Mobile - 818-726-5757
Secondary Phone

Location Address 1418 Descanso Dr, La Canada Flintridge, CA, 91011

Location Name DESCANSO GARDENS

Location Type Park

Film Dates 6/11/2012 - 6/11/2012 07:00 - 22:00 1 day

Open or Closed to the Public Closed

Generic Conditions
All Vehicles must be parked legally.
Must Maintain 5' Clearance on Sidewalks/Walkways
No cast or crew parking on area streets
No interference with vehicular or pedestrian traffic

Please see attached document 53195, Believe Marina Vivian Smith (PC).pdf

Equipment on Location

Type	Quantity
5 or 10 ton trucks	2
Cast/Crew vehicles	25
Generator	1
Motor Homes	1
Stakebed Trucks	2
Vans	3

Personnel on Location

Type	Quantity
Cast	5
Crew	40
LA County FSA assigned	1

Filming Activities Exterior Dialogue; Walk & talk; All on property;

Jurisdiction **Political:** Los Angeles County - Supervisor District 5 **Police:** Los Angeles County Sheriff **Fire:** Los Angeles County

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Location Notes Company must obtain a dual permit with the City of La Canada-Flintridge.

Approvals
LOS ANGELES COUNTY DEPARTMENT OF PARK & REC — Manny Moreno
LOS ANGELES COUNTY DEPARTMENT OF PARK AND REC - DESCANSO GARDENS — Susan Armstrong

Coordinator Note LA COUNTY FIRE # 12-1368-19, FSA ASSIGNED

Parking

Base Camp
Location Type : Filming Location

Crew Parking
Location Type : Filming Location

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Appointment of Pacific Production Services
As Authorized Agent and Representative

I certify that I am a representative of BELIEVE MEDIA ("Principal") and am authorized to enter into binding contractual agreements on its behalf. I further certify that I am authorized by Principal to appoint other representatives and agents for Principal and to give such representatives and agents authority to enter into and bind Principal to agreements relating to the issuance of and compliance with location film (e.g. theatrical, television, commercial and other motion. picture filming) and still photographic permits, including the permits themselves and any riders to such permits. Acting on behalf of Principal in my capacity as its authorized representative, I appoint Pacific Production Services and it employees and agents ("PPS") as Principal's authorized representatives and agents to apply for location film (e.g. theatrical, television, commercial and other motion. picture filming) and still photographic permits on behalf of Principal through FilmLA, Inc. for any city, county or through any other jurisdictions where FilmLA, Inc. operates, to negotiate, discuss, accept, modify, agree to and bind Principal to the terms and conditions of such permits (including all restrictions and/or community guidelines applicable to any such permit); and to execute such permits on behalf of Principal. Principal understands, acknowledges and agrees that it (and/or its insurer) remains responsible and liable for all obligations imposed by or incidental to any permit or rider issued to Principal signed by any employee or agent of (including any coordinator, runner or messenger used by) PPS. Principal further agrees to comply with the terms and conditions of any such permits and hereby appoints PPS as an authorized representative to facilitate compliance with such terms and conditions following issuance of any such permits and to enter into agreements for Principal with respect thereto. Any person, agency, entity, or organization (including FilmLA, Inc. and any city, county or other jurisdictions where FilmLA, Inc. operates) may rely upon this appointment and need not obtain further authorization for any act described herein. An original or faxed copy of this appointment shall be sufficient, and may be treated as an original for your purposes. The appointment may be revoked by Principal at any time in writing delivered to FilmLA, Inc., but in any case shall expire one (1) year from the date of execution set forth below.

I declare under penalty of perjury under the laws of the State of California that I am authorized to appoint PPS as agent for Principal, and based upon that authority I hereby appoint PPS as Principal's agent as set forth herein.

Date: 11/4/11

Representative's Signature

MARINA VIVIAN SMITH

Representative's Name (Please Print)

PRODUCTION COORDINATOR

Representative's Title (Please Print)

Believe

Name of Principal (i.e. company name) (Please Print)

1040 N. Las Palmas Bldg. 10 LA, CA 90038

Principal's Mailing Address (Please Print)

323-645-1000

Principal's Phone Number (Please Print)

Pacific Production Services
Eric Nichols, President
6513 Hollywood Blvd, Suite 214
Hollywood, CA. 90028
Ph. 323-465-9179 Fx. 323-465-9869

NOT A PERMIT